



WEWS

ORDER

Flight Dates **08/22/12-08/26/12**

Contract / Revision **308335 /**
Original Date / Revision
 08/17/12 08/24/12
Advertiser **Romney / Republican / Presi**
Agency **American Rambler Producti**
Buying Contact
138 Conant Street
Beverly, MA 01915

Product
Candidate. Romney For President

Agency Com 15%
Billing Contact
138 Conant Street
Beverly, MA 01915

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **Order # 33**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 126825

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	82	\$107,801.25	\$126,825.00	0.00	07/30/12	08/26/12	82	\$107,801.25	\$126,825.00
Totals	82	\$107,801.25	\$126,825.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	08/22/12	08/26/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-- WTF--	:30	6	\$850.00	P-1	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					6	\$850.00		0.00			
N 2	WEWS	08/22/12	08/26/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-- WTF--	:30	6	\$850.00	P-1	0.00	NM	6	\$5,100.00

Equal Access Spot Manager will be pulled - counting OFA + PAC v. Romney + PAC



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Contract / Revision 308335 Flight Dates 08/22/12-08/26/12

Hiatus Dates

Original Date / Revision 08/17/12/ 08/24/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney For Pre Estimate # Order # 33

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	08/22/12	08/26/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-- WTF--	:30	6	\$850.00	P-1	0.00	NM	6	\$5,100.00
Equal Access Spot Manager will be pulled - counting OFA + PAC v. Romney + PAC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					6	\$850.00		0.00			
N 3	WEWS	08/22/12	08/26/12	M-F 9-10a M-F 9-10a	CM	9-10a	-- WTF--	:30	3	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					3	\$700.00		0.00			
N 4	WEWS	08/22/12	08/26/12	M-F 10-11a M-F 10-11a	CM	10-11a	-- WTF--	:30	3	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					3	\$700.00		0.00			
N 5	WEWS	08/22/12	08/26/12	M-F 11-12p M-F 11-12p	CM	11a-12p	-- WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					3	\$1,000.00		0.00			
N 6	WEWS	08/22/12	08/26/12	M-F 12-1230pm News M-F 12p News	CM	12-1p	-- WTF--	:30	6	\$700.00	P-1	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					6	\$700.00		0.00			
N 7	WEWS	08/22/12	08/26/12	M-F 2-3p M-F 2-3p	CM	2-3p	-- WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					3	\$800.00		0.00			
N 8	WEWS	08/22/12	08/26/12	M-F 3-4p M-F 3-4p	CM	3-4p	-- WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					3	\$1,500.00		0.00			
N 9	WEWS	08/22/12	08/26/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-- WTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					6	\$1,200.00		0.00			
N 10	WEWS	08/22/12	08/26/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-- WTF--	:30	6	\$1,600.00	P-1	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					6	\$1,600.00		0.00			
N 11	WEWS	08/22/12	08/26/12	M-F 7-730p 7-730p Wheel	CM	7-730p	-- WTF--	:30	3	\$2,400.00	P-1	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					3	\$2,400.00		0.00			
N 12	WEWS	08/22/12	08/26/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	-- WTF--	:30	3	\$2,600.00	P-1	0.00	NM	3	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					3	\$2,600.00		0.00			
N 13	WEWS	08/22/12	08/26/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	-- WTF--	:30	6	\$2,400.00	P-1	0.00	NM	6	\$14,400.00
Equal Access Spot Manager will be pulled - counting OFA + PAC v. Romney + PAC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--					6	\$2,400.00		0.00			
N 14	WEWS	08/22/12	08/26/12	M-F 1135p-1202a Nightline	CM	1135p-1207x	-- WTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00



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Hiatus Dates

Original Date / Revision 08/17/12/ 08/24/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney For Pre Estimate # Order # 33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--					6	\$1,200.00		0.00			
N 15	WEWS	08/22/12	08/26/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	-- WTF--	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--					3	\$650.00		0.00			
N 16	WEWS	08/24/12	08/24/12	Friday Prime Special Friday Prime Special	CM	Friday Prime Speci	---- F--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---- F--					1	\$3,500.00		0.00			
N 17	WEWS	08/22/12	08/26/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	----- S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S-					1	\$500.00		0.00			
N 18	WEWS	08/22/12	08/26/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	----- S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S-					1	\$650.00		0.00			
N 19	WEWS	08/22/12	08/26/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	----- S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S					1	\$650.00		0.00			
N 20	WEWS	08/22/12	08/26/12	SU 6-630p News SU 6-630p News	CM	6-630p	----- S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S					1	\$1,200.00		0.00			
N 21	WEWS	08/22/12	08/26/12	Sunday Prime A Sunday Prime A	CM	7-8p	----- S	:30	2	\$4,500.00	P-1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S					2	\$4,500.00		0.00			
N 22	WEWS	08/26/12	08/26/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	----- S	:30	2	\$2,400.00	P-1	0.00	NM	2	\$4,800.00
		Equal Access Spot Manager will be pulled - counting OFA + PAC v. Romney + PAC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S					2	\$2,400.00		0.00			
N 23	WEWS	08/25/12	08/25/12	Nascar Series Nascar Series	CM	12p-12x	----- S-	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S-					2	\$1,500.00		0.00			
N 24	WEWS	08/26/12	08/26/12	Sunday Prime B Sunday Prime B	CM	8-9p	----- S	:30	2	\$5,800.00	P-1	0.00	NM	2	\$11,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S					2	\$5,800.00		0.00			
N 25	WEWS	08/26/12	08/26/12	Sunday Prime Special Sunday Prime Special	CM	Extreme Makeover- (9:00 PM-11:00 PM)	----- S	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S					2	\$3,500.00		0.00			
N 26	WEWS	08/26/12	08/26/12	SU 6-630p News SU 6-630p News	CM	6-630p	----- S	:30	1	\$1,075.00	P-2	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S					1	\$1,075.00		0.00			



WEWS

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Contract / Revision **308335** Flight Dates **08/22/12-08/26/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Candidate. Romney For Pre** Estimate # **Order # 33**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N26	WEWS	08/26/12	08/26/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,075.00	P-2	0.00	NM	1	\$1,075.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/20/12	08/26/12	-----S	1		\$1,075.00		0.00							
														Totals	82	\$126,825.00